



## WASHING SODA CRYSTALS IN PACKETS



I.C.I. announce that in the national interest they are withdrawing the familiar blue and white packets of Washing Soda Crystals. These special moisture-proof packets are made of material which is now urgently required for other purposes. The packet goes — but the product remains. Ample supplies of Washing Soda Crystals will still be available to be wrapped up by the retailer, and Soda remains in wartime as in peacetime the cheapest and most generally useful of all household cleansers.

IMPERIAL CHEMICAL INDUSTRIES LTD.  
LONDON, S.W.1.

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**Imperial Chemical Industries.**

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